

Fig. 1A

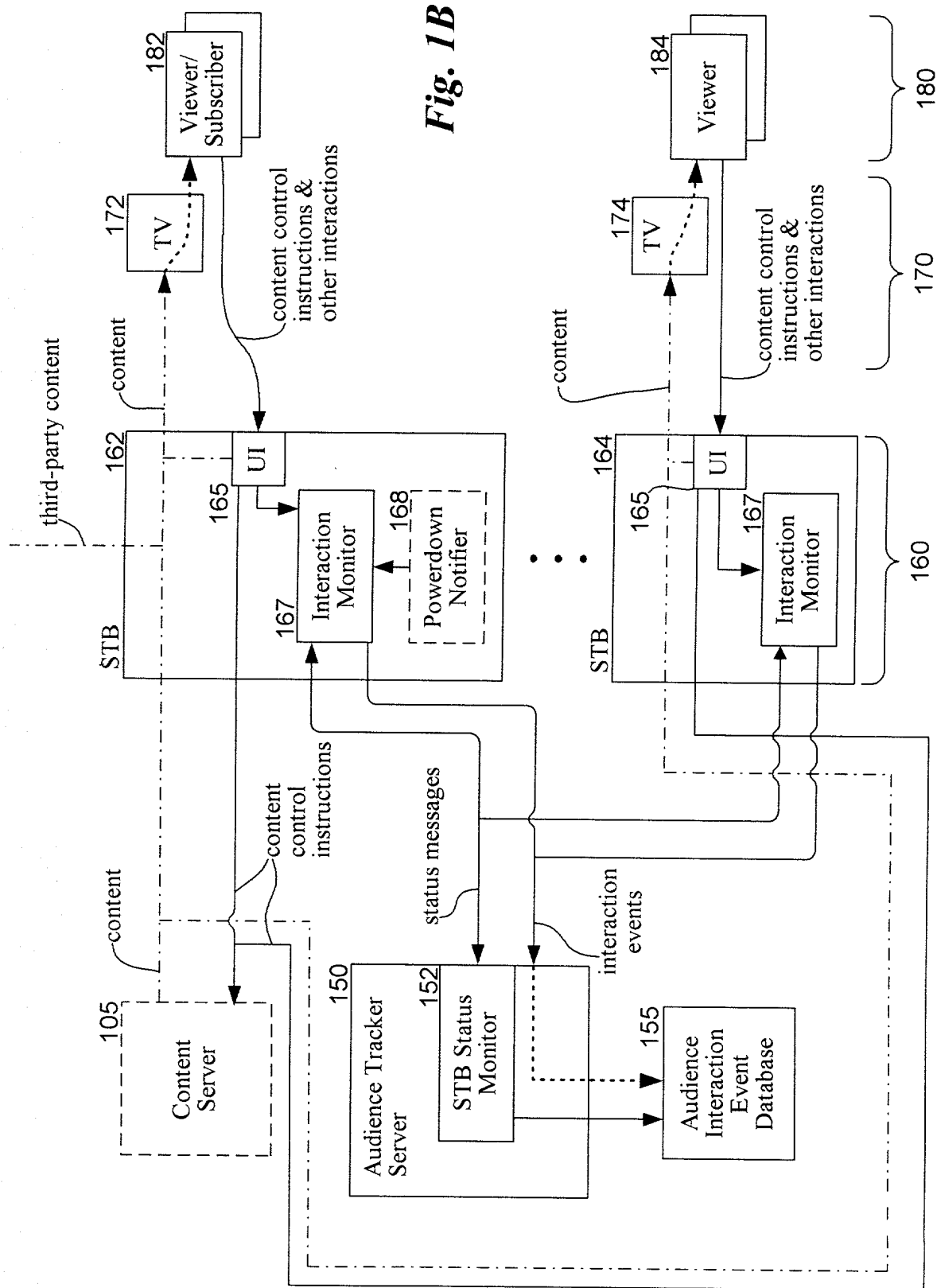


Fig. 1B

Audience Tracker Server & Content Server Computing Device

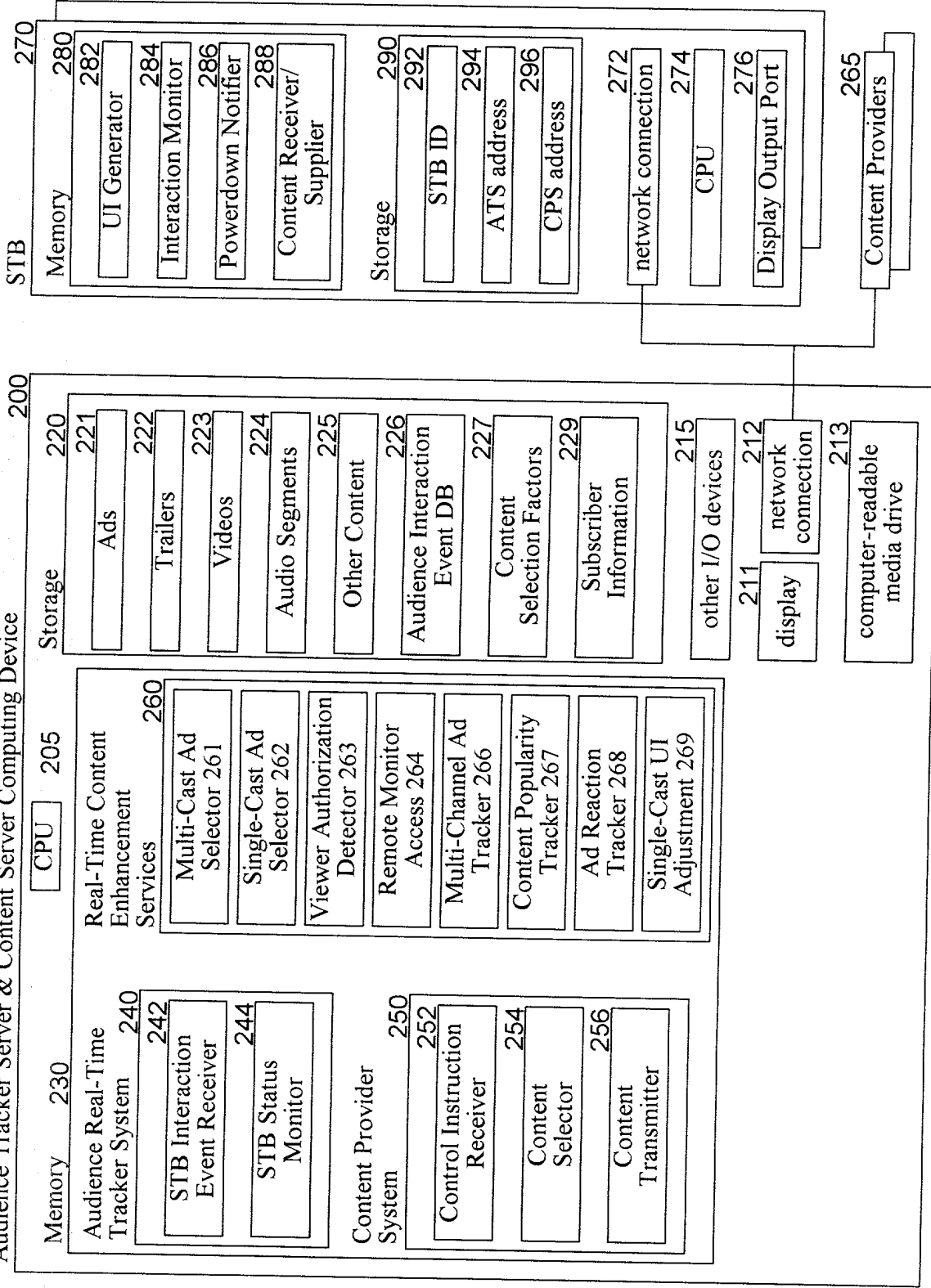


Fig. 2

310	Interaction Event	300
	Event ID	<10 characters>
314	Event Type	<6 characters>
318	MAC Address	<20 characters>
322	IP Address	<20 characters>
326	Subscriber ID	<integer>
330	Viewer ID	<integer>
334	Date/Time Start	<timestamp>
338	Date/Time End (only channel change events)	<timestamp>
342	Item ID (only if applicable)	<integer>
346	URL (only if applicable)	<256 characters>
350	Error Message (only if applicable)	<variable length character>
354	Error Details (only if applicable)	<variable length and data type>
		370
		380

Fig. 3

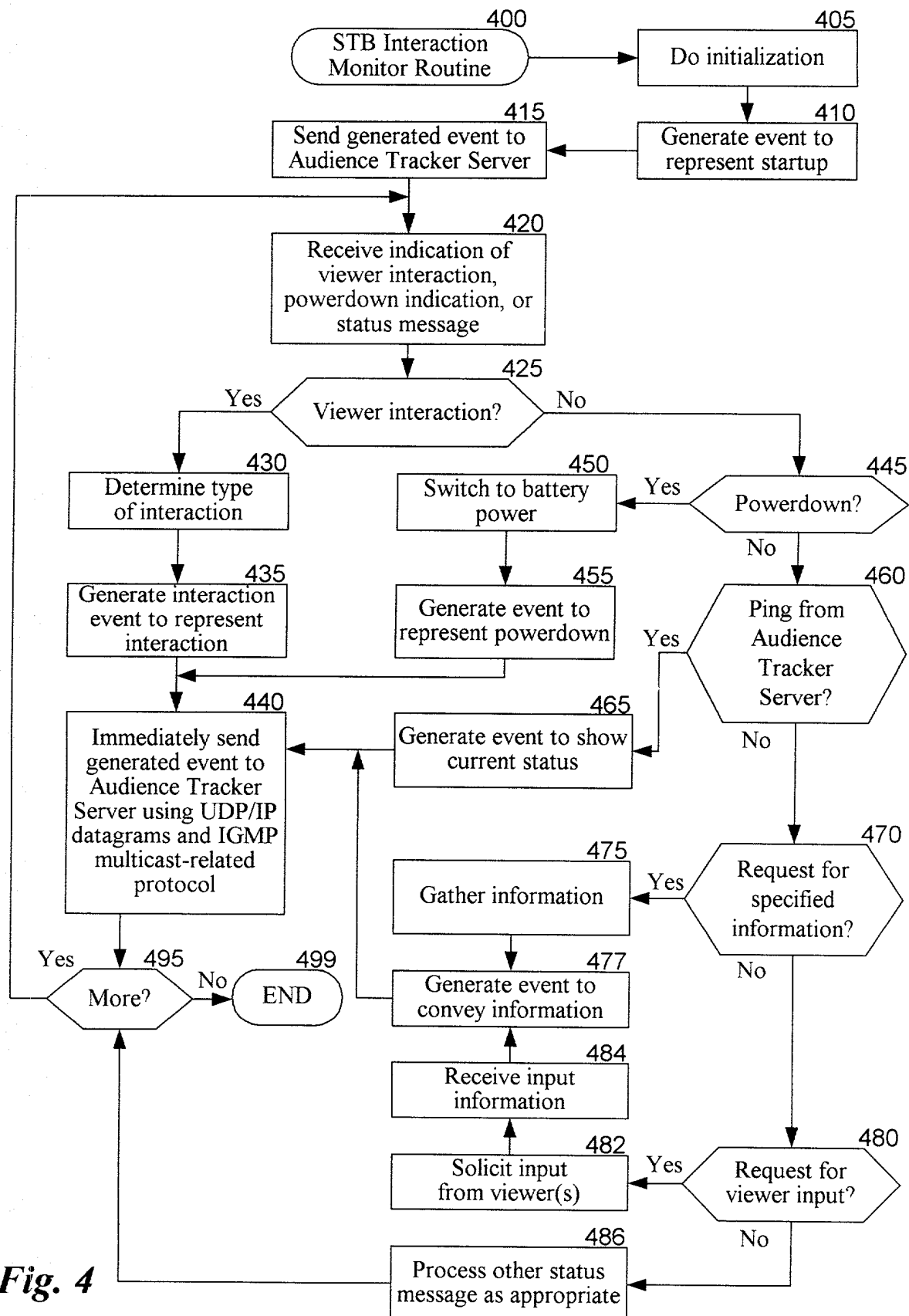


Fig. 4

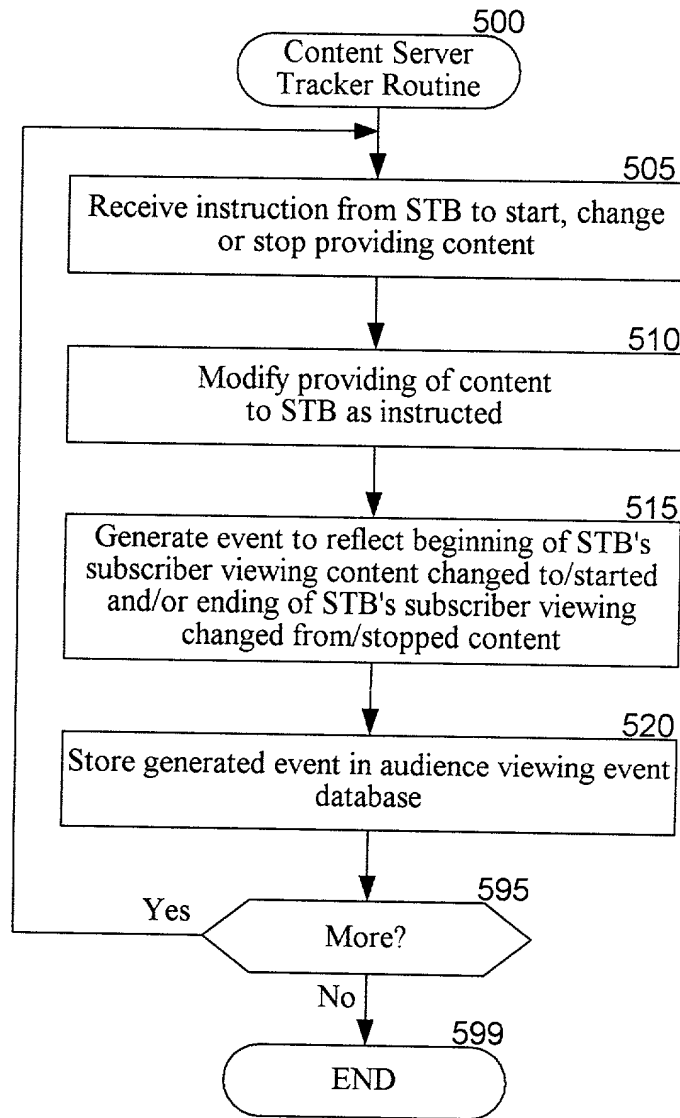


Fig. 5

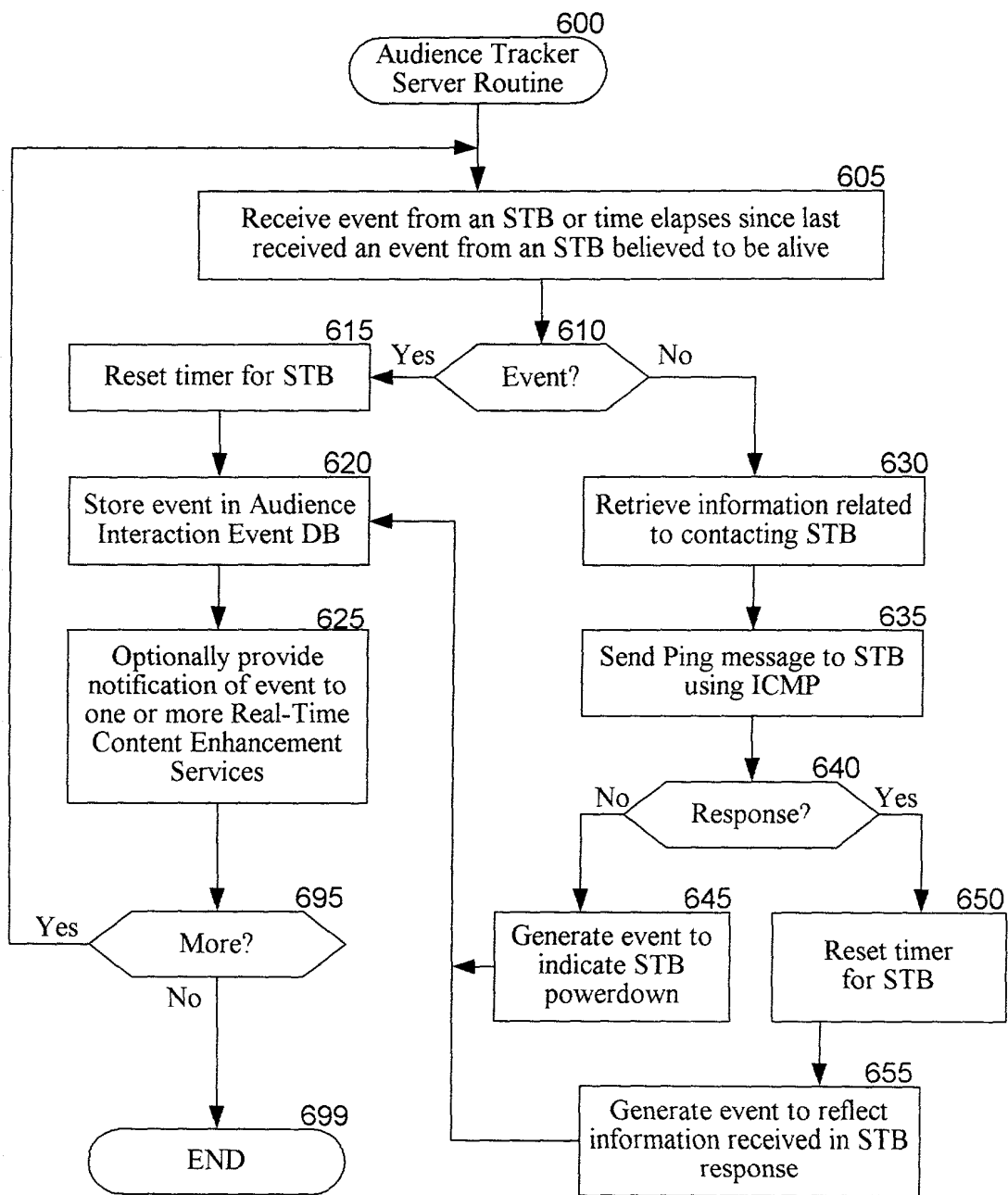


Fig. 6

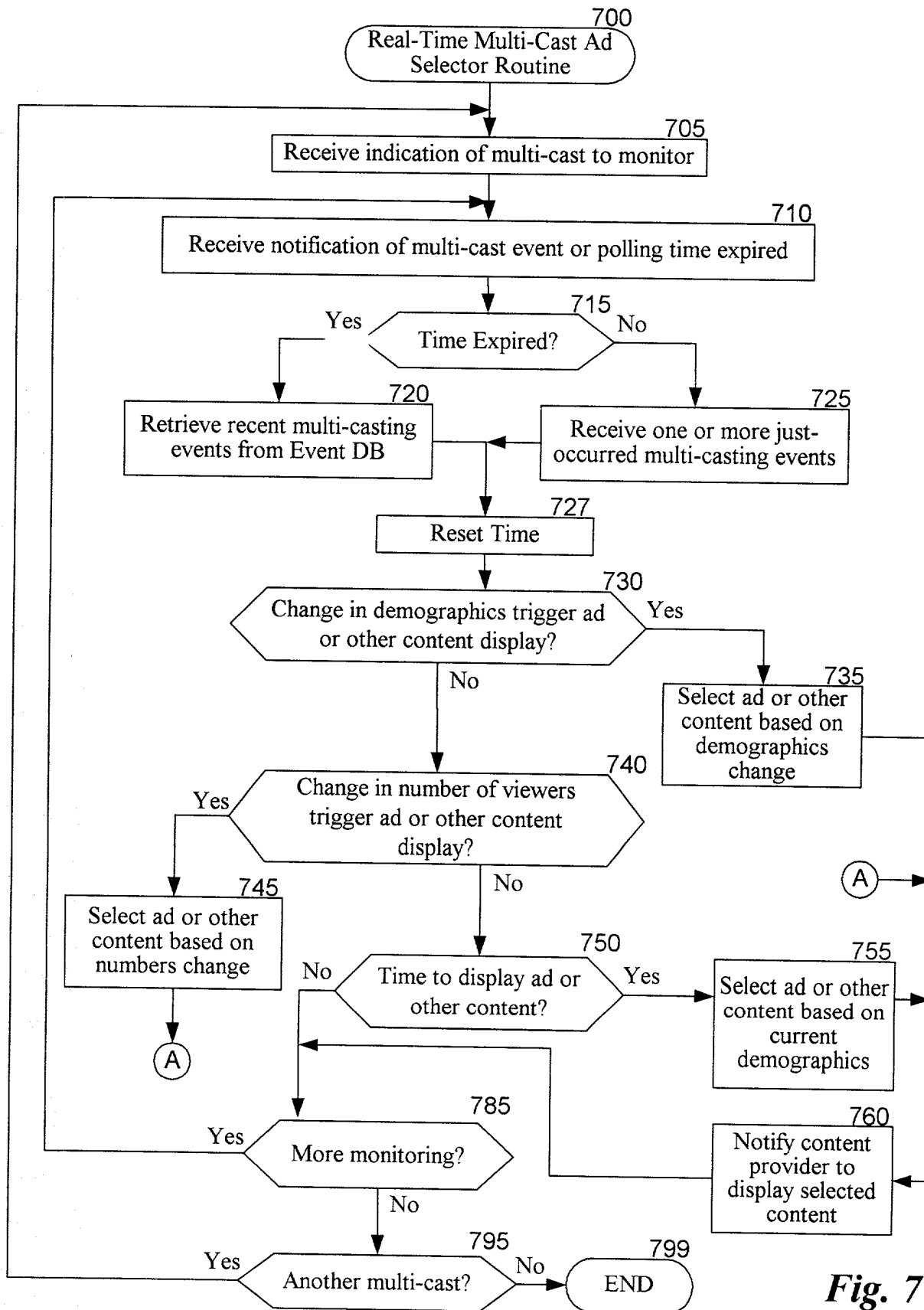


Fig. 7

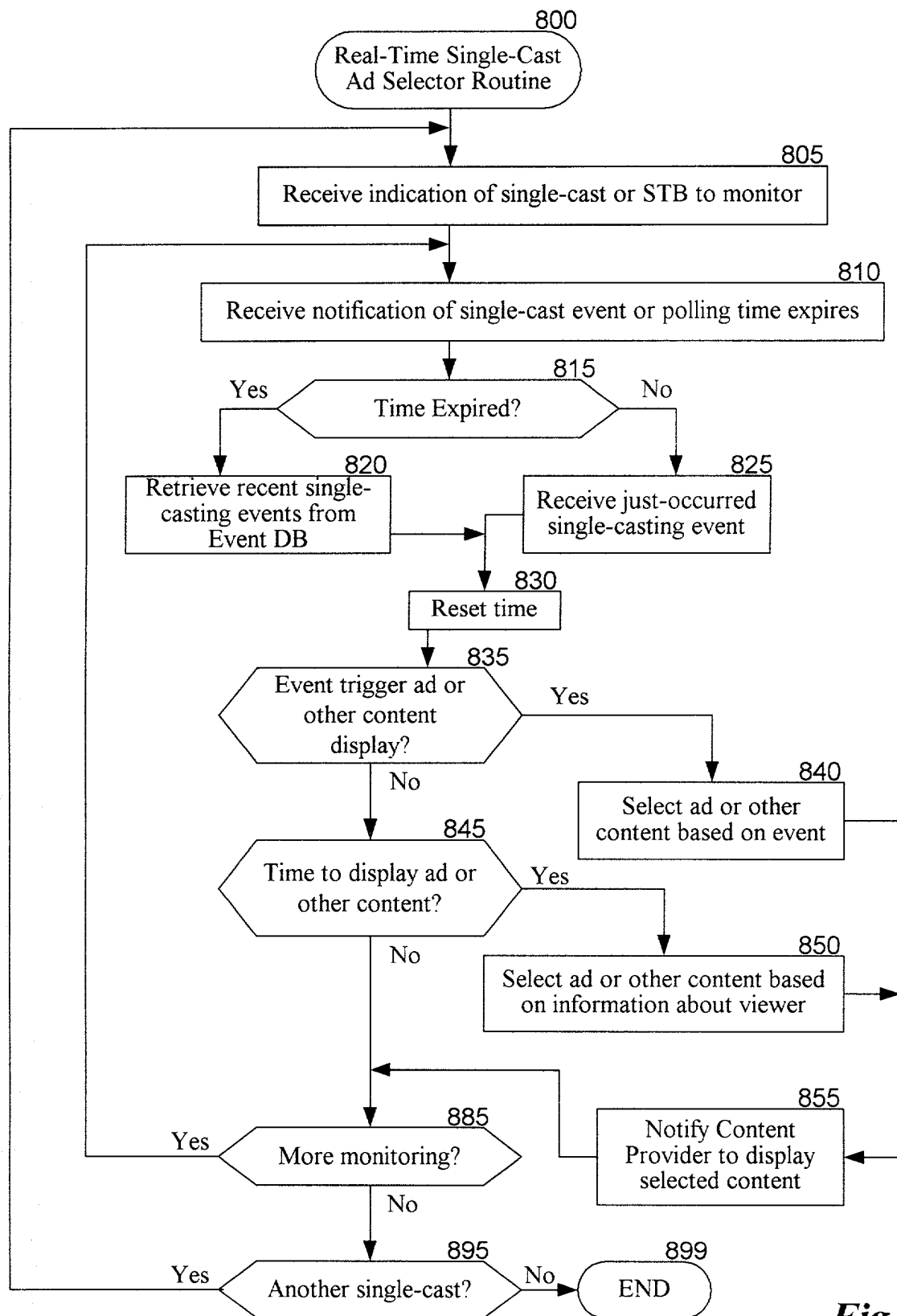


Fig. 8

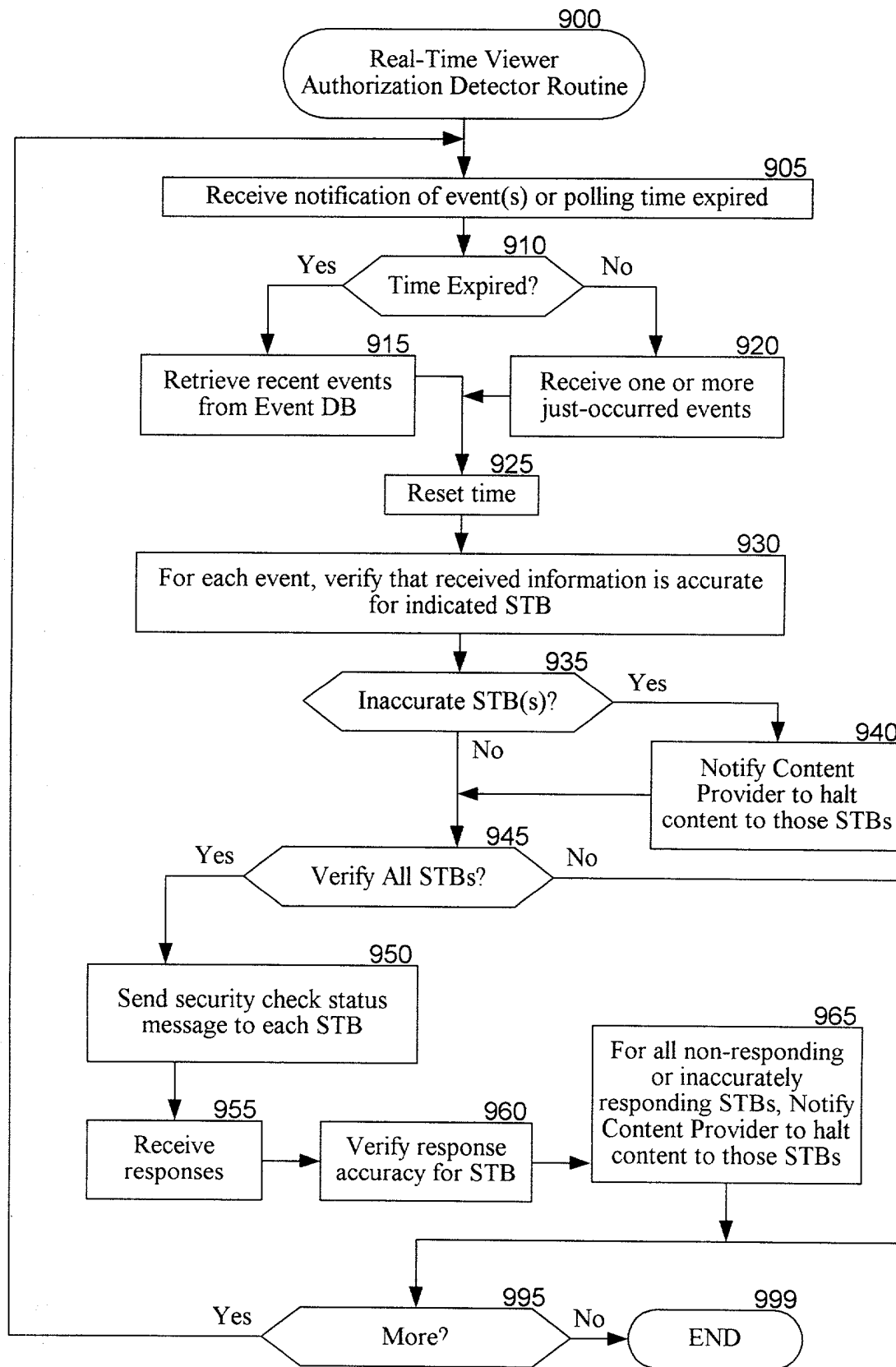


Fig. 9

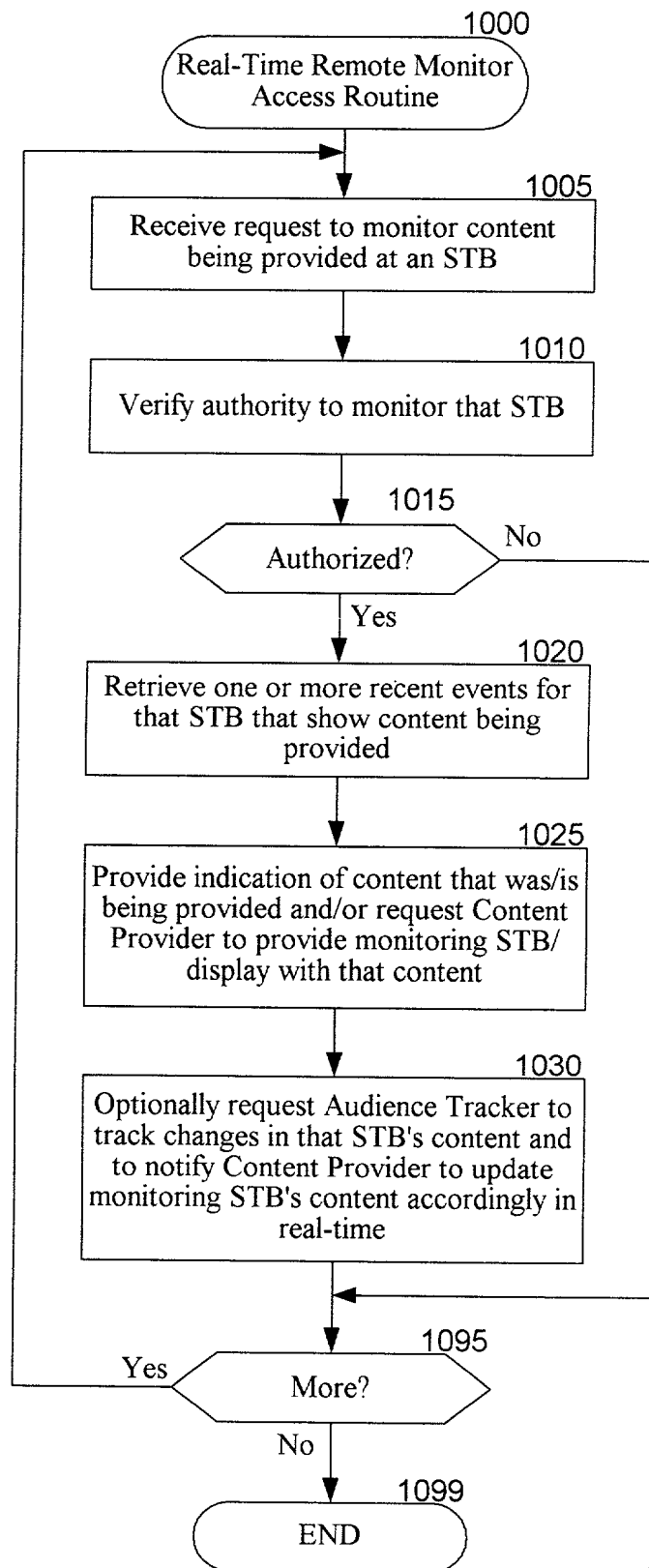


Fig. 10

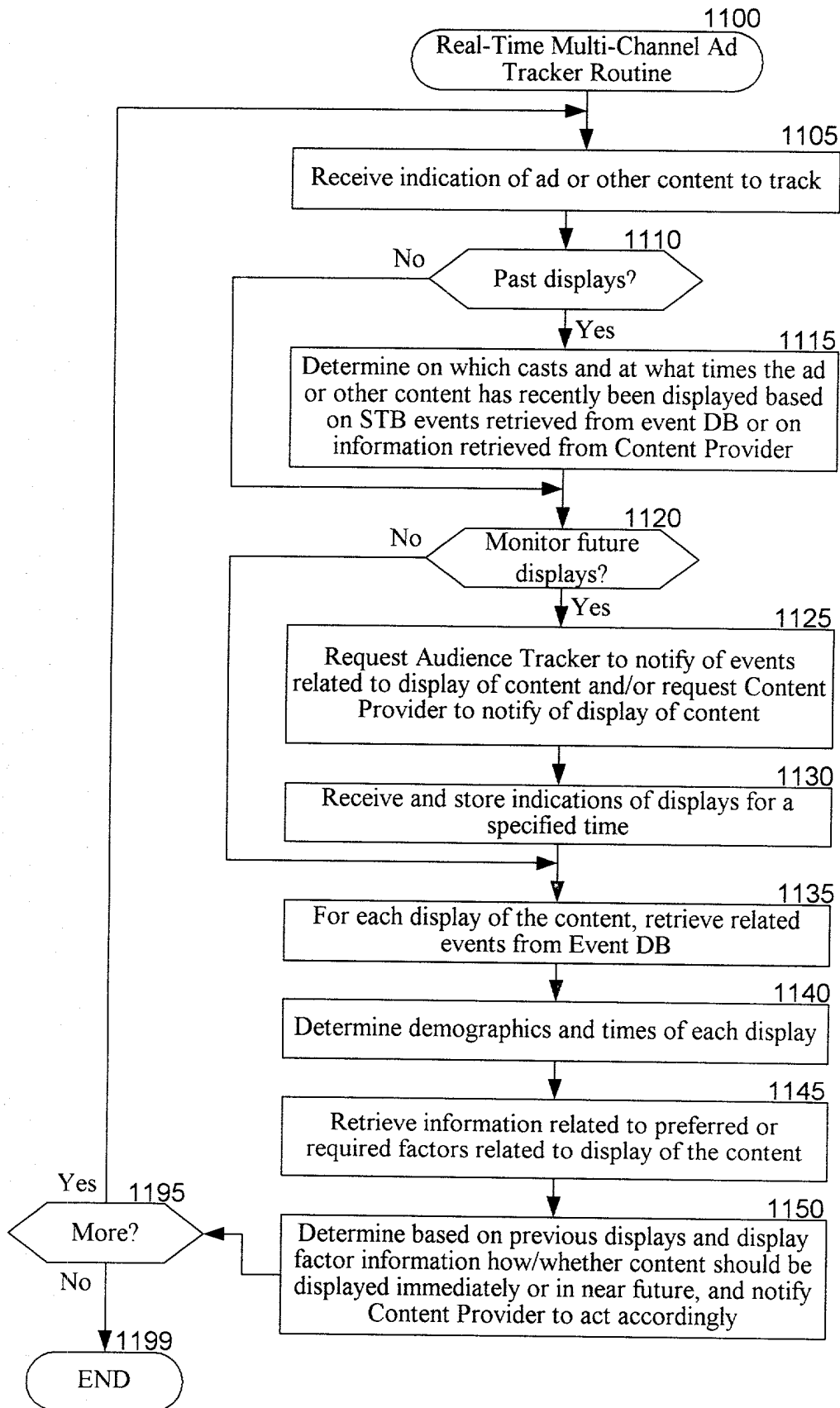


Fig. 11

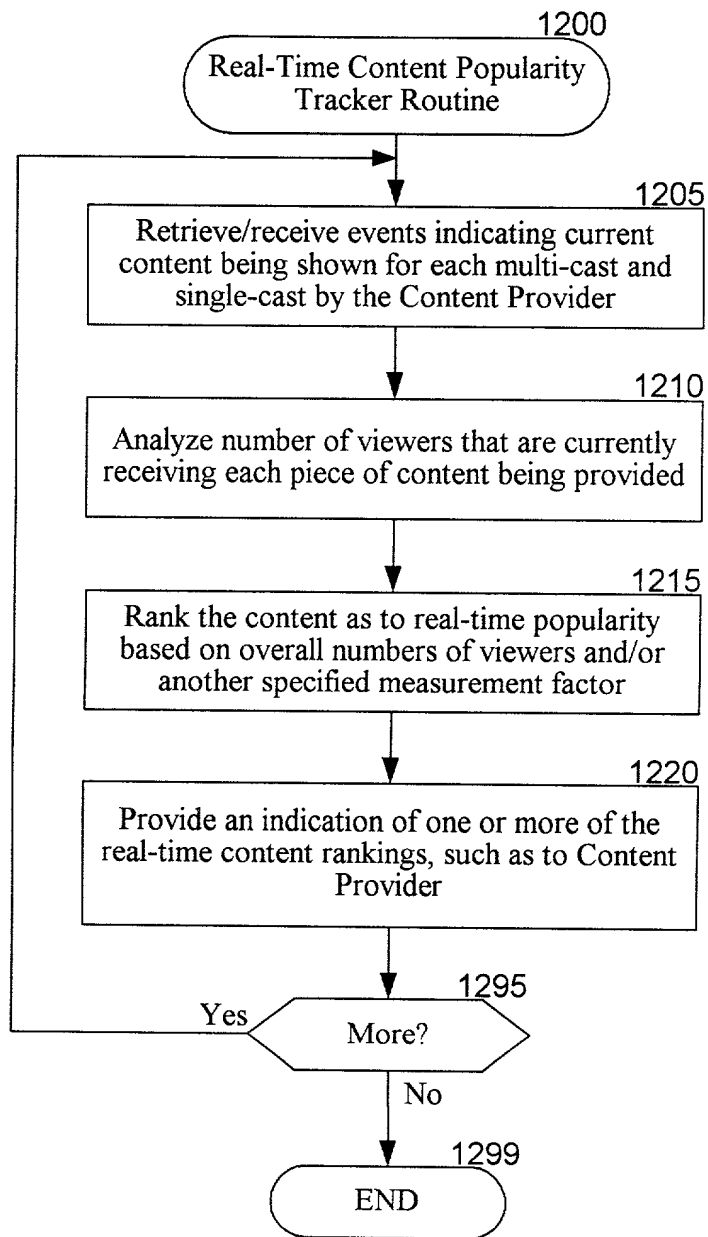


Fig. 12

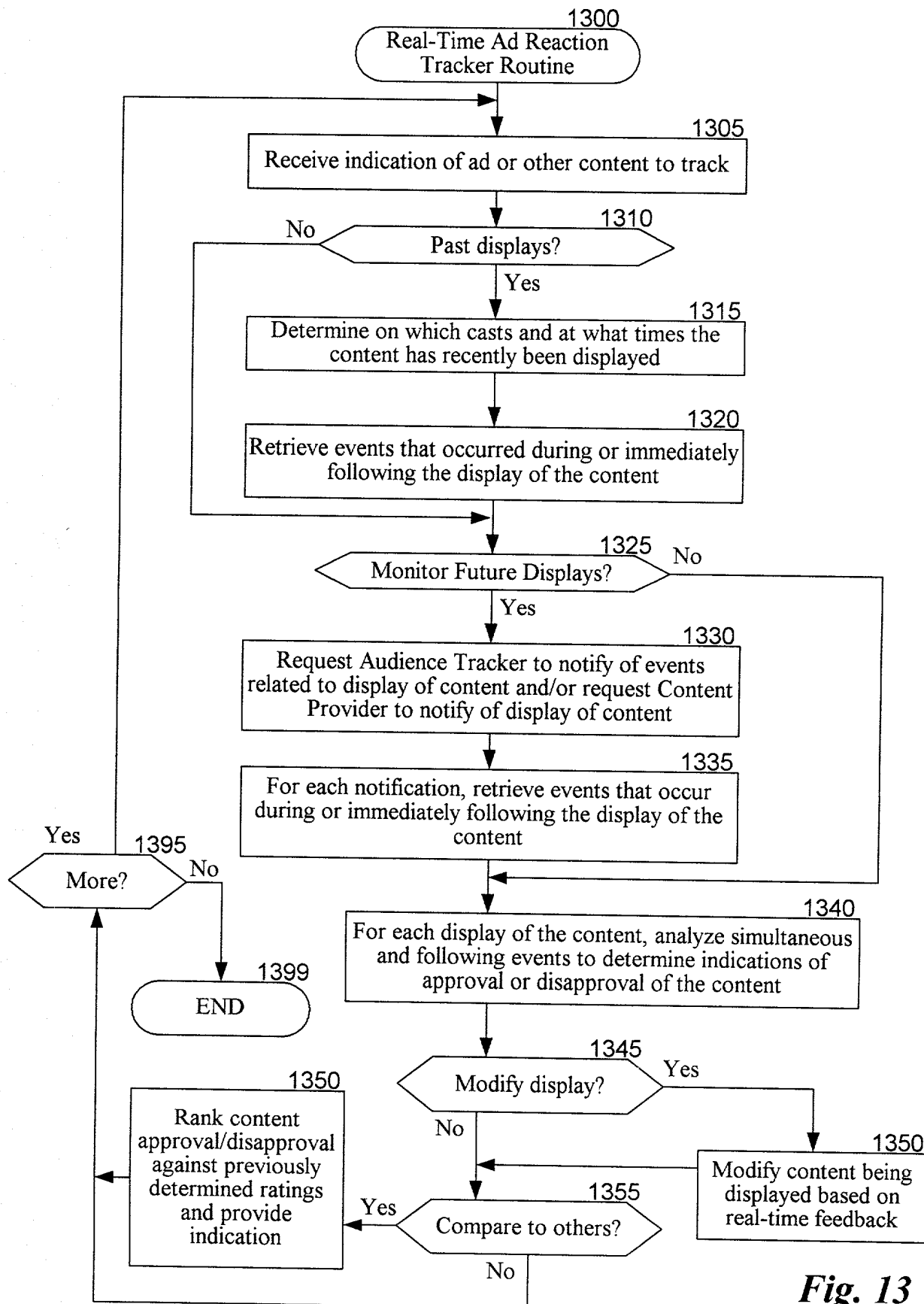


Fig. 13

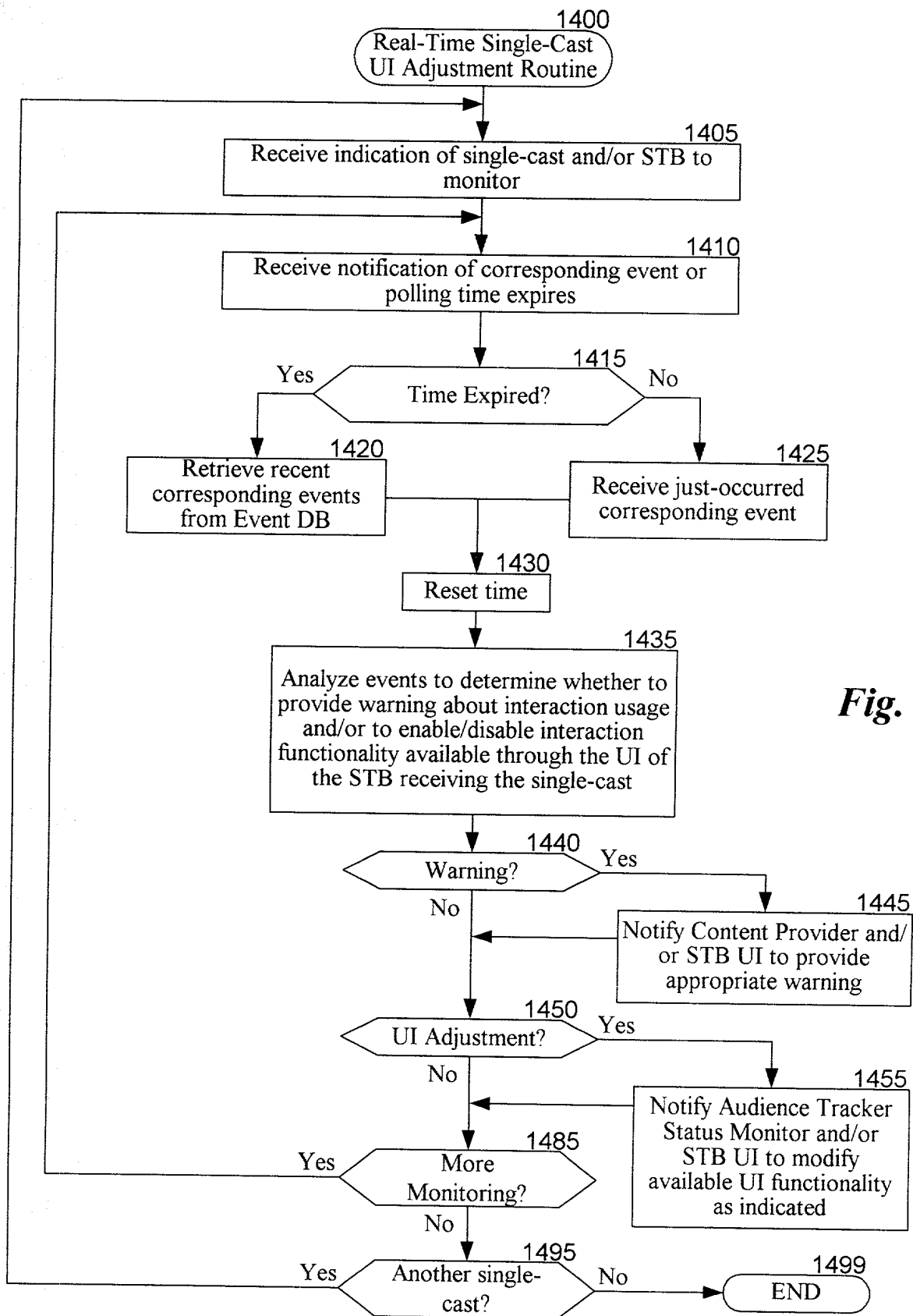


Fig. 14